

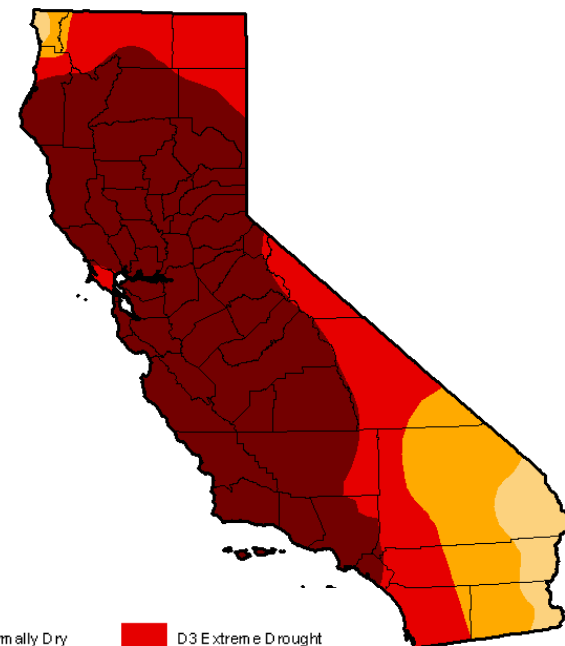
# California American Water



July 24, 2015



## *U.S. Drought Monitor* California



### Intensity:



## Items to be Covered

- Statewide Water Restrictions and Local Reduction Goals
- Mandatory Watering Schedule
- How California American Water Can Help You
  - Conservation and Rebate Programs
- Outreach to California American Water Customer

## Mandatory Water Use Restrictions 2015

- Mandatory Statewide 25% reduction in water usage
  - Board guidelines, using 2014 levels, for how the 25% target should be applied to communities, ranging from 8 – 36%
  - 28% - California American Water Los Angeles County District
  - As of July to date vs. 2013
    - Good news...Los Angeles County Customers have reduced their water use by 30%
    - We are not out of the woods yet as the summer months are upon us
    - Customers need to continue to be diligent and mindful!

## Mandatory Water-Use Restrictions

- On June 1, 2015 California American Water implemented its Water Shortage Contingency Plan (Stage 2) that was approved by California Public Utilities Commission
- Includes all of the State Water Resource Control Boards' provision, including
- Limits outdoor watering
  - Two Days per Week
  - Odd Numbered Addresses – Tuesday and Friday
  - Even Numbered Addresses – Monday and Thursday
  - Water outdoors before 9:00am and after 5:00pm
  - Limited to 15-minutes per station
  - No watering on Wednesday, Saturday or Sunday

## How California American Water can help?

California American Water has a range of residential and commercial programs available to help our customers reduce their water use

### Home and Commercial Water Wise Surveys: Indoor and Outdoor – Free!

- Individual premise (home or commercial) assessment by trained professionals
- Typical findings outdoor are irrigation leaks & irrigation over watering; indoor findings are toilet leaks and inefficient appliances
- Free assessment of customers' water use including the development of an individualized outdoor and indoor water saving plan
- Completed over 1,000 Water Wise Home Surveys statewide in 2014

## Free Water Saving Products and Rebates





## High Efficiency Toilet Give Away Events

- Partners:
  - City of Duarte
  - Upper San Gabriel Valley Municipal Water District
  - California American Water
- 320 toilets to residents/customers – first come, first serve
- Teens from the Duarte Area Resource Team help organize and run event
- Part of the City effort to participate Water Smart City Challenge
- Very successful event, high customer response rate



## Demonstration Gardens, Sustainable Landscape Seminars





## H<sub>2</sub>O – Help to Others Low Income Assistance Program

- Program designed to assist our residential low-income customers pay for water service
- Eligible customers are determined based on a household's gross yearly income, starting at \$22,340 for households of 1 person
- California American Water customers enrolled in the Low Income Discount Program, they will receive their 20 percent discount from the water service charge and the first two tiers of the usage charge.
- Customers participating in CARE (California Alternative Rate for Energy) through another utility are automatically eligible.



## WaterSmart Software

- Offered to all residential customers in our Los Angeles County district
- WaterSmart Software is a part of behavioral water efficiency, which brings awareness to how much water one consumes
- Customers receive a home water reports (HWR). HWRs provide customer with details on their water use and compares their monthly water usage to similar households' water usage in their area.
- By viewing their water usage in comparison to other homes, customers can find other means to cut their water use.
- Participating residents also have access to WaterSmart's web and mobile customer portal, which provides additional personalized information about residents' household water use as well as household specific water-saving recommendations
- Monthly billing data is submitted to WaterSmart, who then creates monthly comparisons and generates water usage reports for our customers

**According to the California State Water Plan, behavioral water efficiency is considered to be one of the most highly recommended water conservation methods**

## Water Conservation Walk and Talk Program

- Walk and Talks with California American Water customers are the first of their kind in Southern California
- August 7 - August 15 Door-to-Door campaign to promote water conservation
- Approximately 4,000 homes in Los Angeles County, between the Duarte and San Marino water systems.
- Walkers will provide customers free low-flow showerheads, hose nozzles that automatically stop spraying when not in use, and easy-to-use leak detection kits for bathrooms.
- In addition customer will receive information on turf replacement rebates, as well as rebates for high-efficiency clothes washers, dishwashers, low-flow toilets and rain barrels.

**California American Water believes talking with customers at their homes – about water use, rebates, and related topics – will help us achieve our conservation goals**

## California American Water Outreach to Customers

- California American Water Website - [www.californiaamwater.com](http://www.californiaamwater.com)
  - California Drought Update Link
  - Conservation and Rebates Link
- Bill Text Messages - Monthly
- Press Releases
- Direct Mailer
  - Summer Conservation
  - Mandatory Conservation Measures
  - Drought Updates
- Drought Bill Inserts
  - Mandatory Conservation Measures
  - From the Tap
- Drought E-mail Updates
- Social Media – Facebook, Next-door and Twitter



## Contacts

Information about rebates and conservation programs can be found on our website at [www.californiaamericanwater.com](http://www.californiaamericanwater.com) or call our local conservation hotline **626-614-2536**

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